



December 8, 2025

To  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Scrip Code: 512038

**Sub.: Update on acquisition of Pepperfry Limited.**

Dear Sir/Ma'am,

Further to our intimations dated October 14, 2025 and October 31, 2025, and pursuant to Regulation 30 of the Listing Regulations, we wish to inform you that the Management Committee of the Board of Directors of TCC Concept Limited ("the Company"), at its meeting held today, has, inter alia, considered and approved the allotment of 1,06,10,690 equity shares on a preferential basis to the shareholders of Pepperfry Limited ("Pepperfry") for consideration other than cash, pursuant to the acquisition of 89.09% stake in Pepperfry through a share swap. Consequent to the said acquisition, Pepperfry has become a subsidiary of the Company.

The details as required to be disclosed pursuant to SEBI Circular No. SEBI/HO/CFD/POD2/CIR/P/0155 dated November 11, 2024, are enclosed as **Annexure-1**.

Kindly take the same on records.

Thanking you,  
For TCC Concept Limited

Isha Arora  
Company Secretary & Compliance Officer

**TCC Concept Limited**

Regd. Office: 5<sup>th</sup> Floor, VB Capitol Building, Range Hill Road, Opp. Hotel Symphony, Bhoslenagar, Shivajinagar,  
Pune-411007 | CIN: L68200PN1984PLC222140 | Tel.: 020 2952 0104  
Email Id: [compliance@tccltd.in](mailto:compliance@tccltd.in) | Website: [www.tccltd.in](http://www.tccltd.in)

## Annexure-1

Sr. No.	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.;	<p>Name: Pepperfry Limited (“<b>Pepperfry</b>”)</p> <p><u>About Pepperfry:</u>  Founded in 2012 by Late Mr. Ambareesh Murty and Mr. Ashish Shah, Pepperfry is India’s largest omnichannel furniture and home goods e-commerce marketplace. With a robust supply chain, 150+ studios across 100+ cities, and Assisted Buying services, it ensures a seamless customer experience. Pepperfry has redefined how India shops for furniture and home décor.</p> <p>Turnover for FY 2025: Rs. 164.18 Crores</p>
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	No, acquisition of Pepperfry does not qualify as related party transaction and none of the promoters or members of the promoter group or directors of the Company are interested in the transaction.
3	Industry to which the entity being acquired belongs;	Online Market Place (E-Commerce)
4	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	The acquisition of Pepperfry will strengthen the Company’s presence in the e-commerce and digital marketplace space, complementing its core focus on technology-driven platforms. By integration of Pepperfry’s established furniture and home goods marketplace with the Company’s innovation and digital expertise, the Company will enhance customer experience, create operational synergies, and unlock new growth opportunities. This acquisition is in line with the Company’s vision of building scalable and technology-enabled consumer platforms.
5	Brief details of any governmental or regulatory approvals required for the acquisition;	The Company has received all requisite approvals for the acquisition including In-principal Approval of BSE Limited for Preferential Issue and approval of the members of the company.

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6	Indicative time period for completion of the acquisition;	The acquisition of 89.09% stake on fully diluted basis of Pepperfry is completed.
7	Consideration - whether cash consideration or share swap or any other form and details of the same;	Share swap.  The Company has issued 1,06,10,690 (One crore six lakh ten thousand six hundred ninety) equity shares under the Share Acquisition Agreement in consideration for the shares of Pepperfry.
8	Cost of acquisition and/or the price at which the shares are acquired	Cost of Acquisition - Rs. 5,92,01,76,126.71 (Rupees Five hundred ninety-two crore one lakh seventy-six thousand one hundred twenty-six and seventy-one paise) for 89.09% stake of Pepperfry on fully-diluted basis
9	Percentage of shareholding / control acquired and / or number of shares acquired;	The Company has acquired 3,15,45,391 equity shares and 26,97,439 Compulsorily Convertible Preference Shares (CCPS), representing 89.09% of Pepperfry on a fully diluted basis.
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Brief Background: Please refer point 1 above.  Date of Incorporation: July 25, 2011  Line of business: The Company is an online marketplace provider hosting an e-commerce platform facilitating sale of home décor items and furniture to customers by third party vendors. Further, the Company is the holding company of (i) Pepperfry Modular Private Limited, (ii) Clouddio Sleep Private Limited, and (iii) Pepcart Logistics Private Limited.  Last 3 Years Turnover: FY 2024-25 – Rs. 164.18 Crores FY 2023-24 – Rs. 188.99 Crores FY 2022-23 – Rs. 272.40 Crores  Presence and Incorporation: India

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